



CUSTOMER STORY DAWN FOOD

How Dawn Foods whisked up the most tantalizing eCommerce mix



Dawn Foods is a B2B manufacturer and distributor of bakery ingredients and baked goods to 22,000 independent and local bakeries in North America, as well as to customers worldwide. Founded in 1920, the company has been family-owned for 65 years.

Revenue	Markets	Headquarters	Industry	Business Mode	Worked with Partners
1.5 Billion USD	70	Jackson, Michigan, United States	Food & Grocery	B2B	Contentstack EPAM

2x

sales order increase

25%

buyers order online

50%

buyers registered online

The Challenge

To meet the demands of an evolving customer base and to expand, Dawn Foods sought to add self-service capabilities leveraging eCommerce so customers could quickly and efficiently manage their accounts, browse product catalogs and place orders.

The Solution

For a modern commerce architecture, as well as a future-proof, flexible and agile solution, Dawn Foods selected commercetools in the backend and Contentstack for the frontend to give Dawn Foods maximum flexibility.

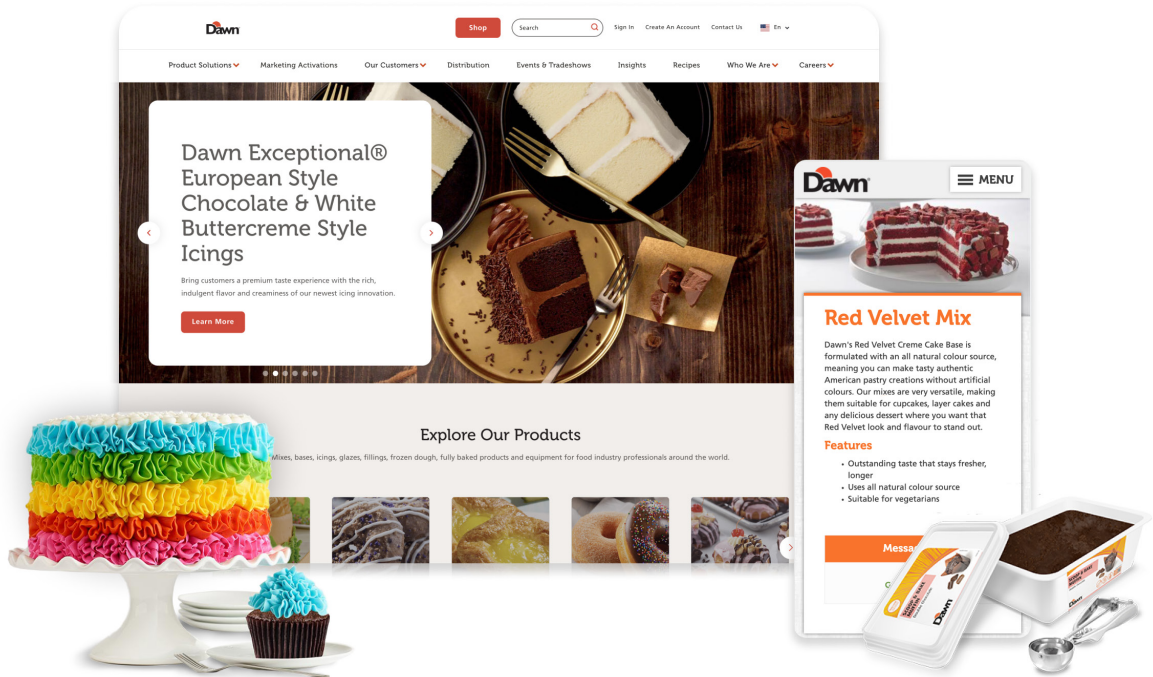
With Dawn Foods’ cart and checkout processes, all built on commercetools, customers can see their order history, pick the order and then reorder – three clicks, and they’re done. Plus, with the new eCommerce functionality, customers can view the entire product catalog online for the very first time. This was never possible before.

“ Bakeries have felt the heat — literally — from trying to simplify processes while working long hours in 80+ degree kitchens and focusing on business resiliency during the pandemic. We partnered with experts from commercetools, Contentstack and EPAM to help us develop the solution to make our bakery customers’ lives easier and deliver them rich digital experiences that they’ve come to expect in their daily life.

— **GIREESH SAHUKAR**
VICE PRESIDENT DIGITAL, DAWN FOODS

Why it was a success

Since the launch of Dawn Foods' new eCommerce system, more than half of their customers already registered during the roll-out phase; nearly all orders placed via their eCommerce site includes products that customers didn't buy before (up to 2 new products per customer); once customers have placed 2 to 3 orders online they are then placing every order online; and Sales reps' relationships with customers are actually deepening because of eCommerce site.



commercetools features for Dawn Food



Product

By exposing customers to more products, many of which bakeries did not know Dawn supplied, basket sizes increased by up to 10%.



100% Headless

Can launch and change different customer-facing touchpoints without having to update code in their commerce engine or create new, channel-specific content.



One Click Purchase

Customers can quickly and easily navigate the extensive product catalog without having to enter shipping or billing information.

About commercetools



commercetools

commercetools founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.

Today, commercetools is trusted by some of the world's most iconic brands including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group and many more. To learn more, visit [commercetools.com](https://www.commercetools.com).